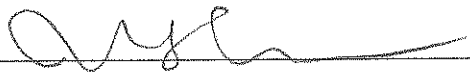


WDAF - TV - Issue Ad Public File Checklist

1. WOMEN VOTE
Name of Sponsoring Organization
 2. Accepted: _____ Rejected: _____ (mark one)
 3. Class of Time: RATE CARD
 4. 9/27 - 10/3
Flight dates and times
 5. SEE ATTACHED
Rate charged
 6. SENATE RACE
Description of Issue
 6. 1120 CONNECTICUT AVE WASHINGTON DC 20036
Address of Sponsoring Organization
 7. _____
Telephone Number of Sponsoring Organization Email Address
 8. _____
Sponsor's Officers/Directors/Executive Committee
STEPHANIE SCHROCK TRES
 9. _____
Description of substantiation provided (if any)
 10. Proper Sponsorship Identification: Yes _____ No _____
- Name  Date 9/26/12



WDAF-TV

ORDER

Print Date 09/26/12 Page 1 of 6

Flight Dates 09/27/12-10/03/12

Contract / Revision 578501 /

Original Date / Revision
09/26/12 09/26/12

Advertiser Women Vote

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

Primary Account Executive
Dan Driscoll

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dan Driscoll | 100% | | |

Product
WOMEN VOTE

Agency Com 15%

Billing Contact

3050 K Street NW
Ste 100
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 1883

Alt Order # 09829857

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI GEN

Product Codes PL2C

Priority 2

Advertiser Ref

Order Share 28% Market Value 135392

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 7% | 9477 |
| KCWE | % | 0 |
| KMBC | 32% | 43325 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 32% | 43325 |
| KSMO | 1% | 1353 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|----------------|------------|--------------------|--------------------|-------------|
| September 2012 | 32 | \$10,718.50 | \$12,610.00 | 0.00 |
| October 2012 | 38 | \$21,505.00 | \$25,300.00 | 0.00 |
| Totals | 70 | \$32,223.50 | \$37,910.00 | 0.00 |

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|----------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| September 2012 | 32 | \$10,718.50 | \$12,610.00 | 0.00 | 08/27/12 | 09/30/12 | 32 | \$10,718.50 | \$12,610.00 |
| October 2012 | 38 | \$21,505.00 | \$25,300.00 | 0.00 | 10/01/12 | 10/03/12 | 38 | \$21,505.00 | \$25,300.00 |
| Totals | 70 | \$32,223.50 | \$37,910.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|--------------------|----|-------------------|-----------------|--------------------------|-------------------|---------------------------|-------------|-----|---------------|----------|-----|------|------|--------|----------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 1 | 4 | 09/27/12 | 09/28/12 | M-F 530-6a M-F 530-6a | CM-All | 530-6a | ----F-- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS AT 530A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 2 | 4 | 09/27/12 | 09/28/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | ----F-- | :30 | 2 | \$450.00 | 2 | 0.00 | NM | 2 | \$900.00 |
| FOX 4 NEWS AT 6A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | 2 | | \$450.00 | | 0.00 | | | | | | |
| E 3 | 4 | 09/27/12 | 09/28/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | ----F-- | :30 | 2 | \$450.00 | 2 | 0.00 | NM | 2 | \$900.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |

Contract / Revision **578501** Flight Dates 09/27/12-10/03/12

Original Date / Revision 09/26/12/ 09/26/12

Advertiser **Women Vote**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|---------------------|----|-------------------|-----------------|------------------------------------|--------|---------------------------|-------------------|-----|-------------|----------|---------------|------|------|------------------------|----------|
| E 3 | 4 | 09/27/12 | 09/28/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | ----F-- | :30 | 2 | \$450.00 | 2 | 0.00 | NM | 2 | \$900.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | 2 | | \$450.00 | | 0.00 | | | | |
| E 4 | 4 | 09/27/12 | 09/28/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | ----F-- | :30 | 2 | \$450.00 | 2 | 0.00 | NM | 2 | \$900.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | 2 | | \$450.00 | | 0.00 | | | | |
| E 5 | 4 | 09/29/12 | 09/29/12 | Sa 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | -----S- | :30 | 1 | \$375.00 | 2 | 0.00 | NM | 1 | \$375.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | | | 1 | | \$375.00 | | 0.00 | | | | |
| E 6 | 4 | 09/29/12 | 09/29/12 | Sa 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -----S- | :30 | 1 | \$375.00 | 2 | 0.00 | NM | 1 | \$375.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | | | 1 | | \$375.00 | | 0.00 | | | | |
| E 7 | 4 | 09/30/12 | 09/30/12 | Su 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | -----S | :30 | 1 | \$150.00 | 2 | 0.00 | NM | 1 | \$150.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | 1 | | \$150.00 | | 0.00 | | | | |
| E 8 | 4 | 09/30/12 | 09/30/12 | Su 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -----S | :30 | 1 | \$150.00 | 2 | 0.00 | NM | 1 | \$150.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | 1 | | \$150.00 | | 0.00 | | | | |
| E 9 | 4 | 09/30/12 | 09/30/12 | FOX News Sunday FOX News Sunday | CM-All | 9a-10a | -----S | :30 | 1 | \$150.00 | 2 | 0.00 | NM | 1 | \$150.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | 1 | | \$150.00 | | 0.00 | | | | |
| E 10 | 4 | 09/27/12 | 09/28/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | ----F-- | :30 | 2 | \$150.00 | 2 | 0.00 | NM | 2 | \$300.00 |
| FOX 4 NEWS AT 9A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | 2 | | \$150.00 | | 0.00 | | | | |
| E 11 | 4 | 09/27/12 | 09/28/12 | M-F 10-11a M-F 10-11a | CM-All | 10-11a | ----F-- | :30 | 2 | \$200.00 | 2 | 0.00 | NM | 2 | \$400.00 |
| LIVE W KELLY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | 2 | | \$200.00 | | 0.00 | | | | |
| E 12 | 4 | 09/27/12 | 09/28/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | ----F-- | :30 | 2 | \$225.00 | 2 | 0.00 | NM | 2 | \$450.00 |
| FOX 4 NEWS AT NOON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | 2 | | \$225.00 | | 0.00 | | | | |
| E 13 | 4 | 09/27/12 | 09/28/12 | M-F 3-4p M-F 3-4p | CM-All | 3-4p | ----F-- | :30 | 2 | \$150.00 | 2 | 0.00 | NM | 2 | \$300.00 |
| JUDGE JOE/JUDGE JOE | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | Totals | |
|--------------------|----|-------------------|-----------------|------------------------------|-------------------|-------------------------------|-------------|-----|---------------|----------|-----|------|------|--------|----------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| E 23 | 4 | 09/27/12 | 09/28/12 | M-F 9-10p 930-10p | CM-AII | 930-10p (9:30 PM-10:00 PM) | ----F-- | :30 | 1 | \$750.00 | 2 | 0.00 | NM | 1 | \$750.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | 1 | | \$750.00 | | 0.00 | | | | | | |
| E 24 | 4 | 09/27/12 | 09/28/12 | M-F 10-1030p M-F 10-1030p | CM-AII | 10-1030p | ----F-- | :30 | 1 | \$750.00 | 2 | 0.00 | NM | 1 | \$750.00 |
| FOX 4 NEWS AT 10P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | 1 | | \$750.00 | | 0.00 | | | | | | |
| E 25 | 4 | 09/29/12 | 09/29/12 | Sa 9-10p 930-10p | CM-AII | 930-10p (9:30 PM-10:00 PM) | -----S- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 26 | 4 | 09/29/12 | 09/29/12 | Sa 10-1030p Sa 10-1030p | CM-AII | 10-1030p | -----S- | :30 | 1 | \$630.00 | 2 | 0.00 | NM | 1 | \$630.00 |
| FOX 4 NEWS 10P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | 1 | | \$630.00 | | 0.00 | | | | | | |
| E 27 | 4 | 09/30/12 | 09/30/12 | Su 9-10p 930-10p | CM-AII | 930-10p (9:30 PM-10:00 PM) | -----S | :30 | 1 | \$750.00 | 2 | 0.00 | NM | 1 | \$750.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | 1 | | \$750.00 | | 0.00 | | | | | | |
| E 28 | 4 | 09/30/12 | 09/30/12 | Su 10-1030P Su 10-1030p | CM-AII | 10-1030p | -----S | :30 | 1 | \$630.00 | 2 | 0.00 | NM | 1 | \$630.00 |
| FOX 4 NEWS AT 10P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | 1 | | \$630.00 | | 0.00 | | | | | | |
| E 29 | 4 | 10/01/12 | 10/03/12 | M-F 530-6a M-F 530-6a | CM-AII | 530-6a | MTW---- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS AT 530A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTW---- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 30 | 4 | 10/01/12 | 10/03/12 | M-F 6-7a M-F 6-7a | CM-AII | 6-7a | MTW---- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FOX 4 NEWS AT 6A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTW---- | 1 | | \$450.00 | | 0.00 | | | | | | |
| E 31 | 4 | 10/01/12 | 10/03/12 | M-F 7-9a 7-8a | CM-AII | 7-8a (7:00 AM-8:00 AM) | MTW---- | :30 | 2 | \$450.00 | 2 | 0.00 | NM | 2 | \$900.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTW---- | 2 | | \$450.00 | | 0.00 | | | | | | |
| E 32 | 4 | 10/01/12 | 10/03/12 | M-F 7-9a 8-9a | CM-AII | 8-9a (8:00 AM-9:00 AM) | MTW---- | :30 | 2 | \$450.00 | 2 | 0.00 | NM | 2 | \$900.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTW---- | 2 | | \$450.00 | | 0.00 | | | | | | |
| E 33 | 4 | 10/01/12 | 10/03/12 | M-F 9-10a M-F 9-10a | CM-AII | 9-10a | MTW---- | :30 | 2 | \$150.00 | 7 | 0.00 | NM | 2 | \$300.00 |
| FOX 4 NEWS AT 9A | | | | | | | | | | | | | | | |

